WESTGROUP

## Salem Communications: Measurement Criteria

1. Green in an unexpected way. surprising + involving way + leading edge way...

2. Consistent brand personality to create the Salem image:

   - Cool → Hip
   - Fresh → Brand New/Cutting Edge
   - Refreshing → Stimulating

3. Momentum building → talk value.

4. Accelerate adoption of Salem:

   - Awareness
   - Trial
   - Repeat → Loyalty

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Source: https://www.industrydocuments.ucsf.edu/docs/krgy0000